

MINUTES OF PUBLIC ART ADVISORY COMMITTEE MEETING OF MARCH 24, 2005

DATE: Thursday, March 24, 2005

TIME: 7:00 p.m.

PLACE: City Hall, 2263 Santa Clara Avenue, Third Floor, Room 360

Alameda, CA 94501

1. Roll Call: The meeting was called to order at 7:05 p.m.

Present: Chair (C) Huston, Vice Chair (VC) Lee, Committee Members (CM)

Cecilia Cervantes, and Peter Wolfe (late)

Absent: Committee Member (CM) K.C. Rosenberg

Staff: Dale Lillard, Acting Director (AD)

Pat Russi, Recreation Supervisor (RS)

Christina Bailey, Cultural Arts Specialist (CAS)

2. Approval of Minutes

A. Minutes of Meeting on February 24, 2005

On page 2, section 5A, C Huston wanted to clarify that the Annual Plan being developed is for 2004-2005, six (6) months behind schedule.

M/S/C Lee/Cervantes

"That Minutes of Public Art Advisory Committee Meeting on February 24, 2005 be approved."

Approved (3) - Huston, Lee, Cervantes Abstain (1) - Wolfe Absent (1) - Rosenberg

3. Oral Communications

(Any person may address the Committee in regard to any matter over which the Commission has jurisdiction or of which it may take cognizance that is not on the agenda.)

None.

4. Written Communications

None.

5. Old Business

A. Continued Discussion of Public Art Annual Plan - (Discussion/Action Item)

PAAC reviewed and revised draft of Public Art Annual Plan. Staff will make revisions and CAS Bailey will e-mail PAAC members latest draft.

C Huston stated that PAAC would probably need to create subcommittees to draft responses to developers, including input from other members. RS Russi stated that PAAC could tell the applicant that the item will be voted on during the next month's meeting.

CM Wolfe asked AD Lillard how far ahead other Committees and Commissions plan. AD Lillard stated that the average is a year ahead.

RS Russi asked PAAC to clarify "fact-checking" art consultants. C Huston stated that some of the consultants on the list are simply not art consultants. Someone needs to call all of the listed consultants and verify that they really are art consultants.

- Continued Development of Mission Statement - (Discussion Item)

CM Cervantes suggested that a subcommittee work on finalizing the Mission Statement. C Huston asked if CM Cervantes would like to work on it with another member. CM Cervantes stated that she would work on it with anyone. CM Wolfe stated that he would help in finalizing the final draft.

B. Discussion and review of Public Art Documents and Forms - (Discussion Item)

- RFP/RFQ

PAAC members made revisions to the document. Staff will make revisions and return draft for further review.

CM Cervantes suggested that the Request For Proposals be divided into two (2) sections: 1) the City provides the information and 2) the applicant submits the information. C Huston suggested the following: 1) City and Project Information, and 2) Applicant's Information.

C Huston stated that it would not be inappropriate to ask an artist for a price list of past works along with his/her resume.

C. Library Update - (Discussion Item)

RS Russi shared that Staff met with Susan Hardie, Friends of the Library, and the Library Foundation. The Friends and the Foundation decided to retain the services of art consultant Regina Almaguer, throughout the remainder of the project. Thus far, money has only been raised for the

medallions. RS Russi stated that the City created an Artist Agreement, between the City and the artist.

6. New Business

A. Update on Webster & Park Streetscape Projects - (Discussion Item)

CM Wolfe explained that he met with representatives from ARPD and Development Services. During the meeting, an issue of whether or not the Public Art Ordinance affected sewer or other infrastructure projects was addressed. It is understood by AD Lillard that the intent of the Public Art Ordinance was to have building projects (structures) trigger the 1% Ordinance.

CM Wolfe stated that there might be contingency funds for Public Art from the Webster Street Streetscape, but not from the Park Street project.

CM Wolfe expressed a desire to look into infrastructure costs being subject to the 1% Ordinance. When Alameda Point redevelopment begins, streets and sewers will be the first items worked on. This will be an extensive project, where developers will then buy pieces of property. CM Wolfe does not want to have an ambiguous term create a lost opportunity for obtaining Public Art funds. RS Russi stated that this would involve amending the Ordinance. C Huston added that this issue should be added to the list of strategic goals.

CM Wolfe also addressed the Alameda Theater and Garage Project. These projects have been in the planning stages long before the Public Art Ordinance was in effect. Therefore, Public Art monies were not factored in. He stated that the theater is historical and the 1% could be used to renovate it to historical standards. Regarding the Garage, the 1% could be incorporated into its architecture. CM Wolfe added that the theater is going to have many large, blank walls where murals or other art could be featured.

B. Draft of Alameda Public Art Program Map - (Discussion Item)

RS Russi stated that the map includes color-coded symbols to show existing and proposed sites for Public Art. He went on to state that it would be too difficult to shrink the map and feature it in a publication (Activity Guide). However, a proposed project could be featured in each publication.

C Huston expressed an interest in placing local non-profits on the map. RS Russi suggested that PAAC define their relationship with non-profits before placing them on the map. C Huston also suggested that libraries be featured. For the in-lieu fund, C Huston would like to see which geographic areas are being forgotten or have needs.

VC Lee suggested using transparency sheets to provide layering options for the map.

CM Wolfe asked if Alameda Recreation & Parks has an archive of materials submitted for Public Art projects. CAS Bailey stated that there is a file of all artist submittals from the New Main Library Project.

7. Oral Communications, General

C Huston expressed a desire to see the following items on April's agenda:

- Finalize Annual Plan
- Finalize Mission Statement
- Set Priorities and Develop Strategic Plan

8. Committee Reports

- Webster & Park Streetscape Projects CM Wolfe
 - See item 6A.
- **9. Adjournment:** The meeting adjourned at 9:00 p.m.